

# INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**American Rambler**  
**Attention: Stephanie Kincaid**  
**138 Conant Street**  
**Beverly, MA 01915**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
964413-1	10/28/12	October 2012	10/01/12 - 10/23/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Romney/R/President	ROMNEY FOR PRESIDENT	

Flight Dates	Order #	Alt Order #
10/17/12 - 10/23/12	964413	6378469

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/22/12	10/23/12	WPBF News 25 Mornings	6-7AM	MT-----	:30	2	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/22/12	10/28/12	MT-----				2	\$275.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/22/12	6:22 AM	WPBF News 25 Mornings	6-7AM	:30	2012MRFP145H	\$275.00 NM
1	WPBF	Tu	10/23/12	6:39 AM	WPBF News 25 Mornings	6-7AM	:30	2012MRFP145H	\$275.00 NM
2	10/17/12	10/19/12	WPBF News 25 Mornings	6-7AM	--WTF--	:30	3	\$275.00	NM
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	--WTF--				3	\$275.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	10/17/12	6:58 AM	WPBF News 25 Mornings	6-7AM	:30	2012MRFP140H	\$275.00 NM
3	WPBF	Th	10/18/12	6:58 AM	WPBF News 25 Mornings	6-7AM	:30	2012MRFP141H	\$275.00 NM
1	WPBF	F	10/19/12	6:39 AM	WPBF News 25 Mornings	6-7AM	:30	2012MRFP140H	\$275.00 NM
3	10/22/12	10/23/12	Good Morning America	7-9AM	MT-----	:30	2	\$275.00	NM
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	10/22/12	10/28/12	MT-----				2	\$275.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
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	10/15/12	10/21/12	--WTF--				3	\$275.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	10/17/12	7:55 AM	Good Morning America	7-9AM	:30	2012MRFP141H	\$275.00 NM
3	WPBF	Th	10/18/12	8:40 AM	Good Morning America	7-9AM	:30	2012MRFP140H	\$275.00 NM
1	WPBF	F	10/19/12	8:55 AM	Good Morning America	7-9AM	:30	2012MRFP141H	\$275.00 NM
5	10/22/12	10/23/12	10-11a Anderson Cooper	10-11a	MT-----	:30	2	\$225.00	NM
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/22/12	10/28/12	MT-----				2	\$225.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/22/12	10:36 AM	10-11a Anderson Cooper	10-11a	:30	2012MRFP145H	\$225.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
We warrant that the actual broadcast information shown on this invoice was taken from the program log



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**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

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964413-1	10/28/12	October 2012	10/01/12 - 10/23/12
Advertiser	Product	Estimate Number	
Romney/R/President	ROMNEY FOR PRESIDENT		

www.thewpbfchannel.com

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# INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
964413-1	10/28/12	October 2012	10/01/12 - 10/23/12
Advertiser		Product	Estimate Number
Romney/R/President		ROMNEY FOR PRESIDENT	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/22/12	10/23/12	GENERAL HOSPITAL	GENERAL HOSPIT	MT-----	:30	2	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/22/12	10/28/12	MT-----				2	\$450.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/22/12	2:24 PM	GENERAL HOSPITAL	GENERAL HOSPIT	:30	2012MRFP148H	\$450.00 NM
1	WPBF	Tu	10/23/12	2:23 PM	GENERAL HOSPITAL	GENERAL HOSPIT	:30	2012MRFP148H	\$450.00 NM
13	10/22/12	10/22/12	Dr. Oz	4-5p	M-----	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/22/12	10/28/12	M-----				1	\$500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	4:36 PM	Dr. Oz	4-5p	:30	2012MRFP145H	\$500.00 NM
14	10/17/12	10/18/12	Dr. Oz	4-5p	--WT---	:30	2	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	--WT---				2	\$500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/17/12	4:25 PM	Dr. Oz	4-5p	:30	2012MRFP140H	\$500.00 NM
2	WPBF	Th	10/18/12	4:21 PM	Dr. Oz	4-5p	:30	2012MRFP141H	\$500.00 NM
15	10/22/12	10/22/12	M-F 5pm News	5-6pm	M-----	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/22/12	10/28/12	M-----				1	\$450.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	5:56 PM	M-F 5pm News	5-6pm	:30	2012MRFP148H	\$450.00 NM
16	10/17/12	10/19/12	M-F 5pm News	5-6pm	--WTF--	:30	3	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	--WTF--				3	\$450.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/17/12	5:54 PM	M-F 5pm News	5-6pm	:30	2012MRFP141H	\$450.00 NM
3	WPBF	Th	10/18/12	5:52 PM	M-F 5pm News	5-6pm	:30	2012MRFP140H	\$450.00 NM
2	WPBF	F	10/19/12	5:56 PM	M-F 5pm News	5-6pm	:30	2012MRFP141H	\$450.00 NM
17	10/22/12	10/23/12	WPBF News 25 @ 6:00PM	6-6:30PM	MT-----	:30	2	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/22/12	10/28/12	MT-----				2	\$525.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	10/22/12	6:11 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	2012MRFP145H	\$525.00 NM
1	WPBF	Tu	10/23/12	6:29 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	2012MRFP145H	\$525.00 NM
18	10/22/12	10/23/12	M-SUN WPBF News 25 @ 11-11:35PM	11-11:35PM	MT-----	:30	2	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/22/12	10/28/12	MT-----				2	\$500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	11:35 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	2012MRFP145H	\$500.00 NM
2	WPBF	Tu	10/23/12	11:35 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	2012MRFP148H	\$500.00 NM
19	10/23/12	10/23/12	DANCING RESULTS	8-9PM	-T-----	:30	2	\$4,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/22/12	10/28/12	-T-----				2	\$4,500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

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964413-1	10/28/12	October 2012	10/01/12 - 10/23/12
Advertiser	Product	Estimate Number	
Romney/R/President	ROMNEY FOR PRESIDENT		

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
19	10/23/12	10/23/12	DANCING RESULTS	8-9PM	-T-----	:30	2	\$4,500.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/23/12	8:00 PM	DANCING RESULTS	8-9PM	:30	2012MRFP148H	\$4,500.00 NM
2	WPBF	Tu	10/23/12	8:36 PM	DANCING RESULTS	8-9PM	:30	2012MRFP145H	\$4,500.00 NM
20	10/17/12	10/17/12	THE MIDDLE	8-830P	--W----	:30	1	\$1,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	--W----	1	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/17/12	8:18 PM	THE MIDDLE	8-830P	:30	2012MRFP140H	\$1,800.00 NM
21	10/18/12	10/18/12	GREY'S ANATOMY	9-10PM	---T---	:30	1	\$3,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	---T---	1	\$3,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	10/18/12	9:41 PM	GREY'S ANATOMY	9-10PM	:30	2012MRFP140H	\$3,600.00 NM
22	10/18/12	10/18/12	SCANDAL	10-11PM	---T---	:30	1	\$1,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	---T---	1	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	10/18/12	10:40 PM	SCANDAL	10-11PM	:30	2012MRFP141H	\$1,800.00 NM
23	10/19/12	10/19/12	PRIMETIME	9-10PM	----F--	:30	1	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	----F--	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/19/12	9:15 PM	PRIMETIME	9-10PM	:30	2012MRFP140H	\$1,000.00 NM
24	10/20/12	10/20/12	Sat 8-9am News	Sat 8-9am	-----S-	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S-	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/20/12	8:44 AM	Sat 8-9am News	Sat 8-9am	:30	2012MRFP148H	\$225.00 NM
25	10/21/12	10/21/12	GMA Sunday 7-8am	Sun 7-8am	-----S	:30	1	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S	1	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	7:54 AM	GMA Sunday 7-8am	Sun 7-8am	:30	2012MRFP145H	\$325.00 NM
26	10/21/12	10/21/12	Sun 8-9am News	Sun 8-9am	-----S	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	8:14 AM	Sun 8-9am News	Sun 8-9am	:30	2012MRFP148H	\$225.00 NM
27	10/21/12	10/21/12	Chris Matthews	Sun 10-10:30AM	-----S	:30	1	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	10:29 AM	Chris Matthews	Sun 10-10:30AM	:30	2012MRFP145H	\$225.00 NM

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Romney/R/President	ROMNEY FOR PRESIDENT		

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
27	10/21/12	10/21/12	Chris Matthews Class of Time - Pre-emptible with notice	Sun 10-10:30AM	-----S	:30	1	\$225.00	NM
28	10/21/12	10/21/12	Sun 630pm News Class of Time - Pre-emptible with notice	630-7pm	-----S	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Su 10/21/12 6:29 PM Sun 630pm News 630-7pm :30 2012MRFP148H \$400.00 NM									
29	10/21/12	10/21/12	AFV Class of Time - Pre-emptible with notice	7-8PM	-----S	:30	1	\$825.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----S 1 \$825.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Su 10/21/12 7:19 PM AFV 7-8PM :30 2012MRFP145H \$825.00 NM									
30	10/18/12	10/18/12	The View Class of Time - Fixed Non Pre-emptible	11A-12PM	---T---	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Th 10/18/12 10:58 AM The View 11A-12PM :30 2012MRFP140H \$800.00 NM									
31	10/22/12	10/22/12	The View Class of Time - Fixed Non Pre-emptible	11A-12PM	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 10/22/12 11:33 AM The View 11A-12PM :30 2012MRFP148H \$800.00 NM									
32	10/22/12	10/22/12	WPBF News 25 @ Noon 12pm-1230pm Class of Time - Fixed Non Pre-emptible	12pm-1230pm	M-----	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M----- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 10/22/12 12:28 PM WPBF News 25 @ Noon 12pm-1230pm :30 2012MRFP145H \$350.00 NM									
33	10/18/12	10/19/12	WPBF News 25 @ Noon 12pm-1230pm Class of Time - Fixed Non Pre-emptible	12pm-1230pm	---TF--	:30	2	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF Th 10/18/12 12:21 PM WPBF News 25 @ Noon 12pm-1230pm :30 2012MRFP141H \$350.00 NM 1 WPBF F 10/19/12 12:29 PM WPBF News 25 @ Noon 12pm-1230pm :30 2012MRFP141H \$350.00 NM									
34	10/18/12	10/19/12	WPBF News 25 @ 6:00P/6-6:30PM Class of Time - Fixed Non Pre-emptible	6-6:30PM	---TF--	:30	2	\$1,050.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 2 \$1,050.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Th 10/18/12 6:28 PM WPBF News 25 @ 6:00PM 6-6:30PM :30 2012MRFP141H \$1,050.00 NM 2 WPBF F 10/19/12 6:29 PM WPBF News 25 @ 6:00PM 6-6:30PM :30 2012MRFP140H \$1,050.00 NM									
35	10/18/12	10/19/12	Wheel Of Fortune Class of Time - Fixed Non Pre-emptible	7-7:30PM	---TF--	:30	2	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 2 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Th 10/18/12 7:13 PM Wheel Of Fortune 7-7:30PM :30 2012MRFP140H \$1,600.00 NM 2 WPBF F 10/19/12 7:12 PM Wheel Of Fortune 7-7:30PM :30 2012MRFP141H \$1,600.00 NM									

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Advertiser	Product	Estimate Number	
Romney/R/President	ROMNEY FOR PRESIDEN		

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
35	10/18/12	10/19/12	Wheel Of Fortune Class of Time - Fixed Non Pre-emptible	7-7:30PM	---TF--	:30	2	\$1,600.00	NM
36	10/22/12	10/23/12	Wheel Of Fortune Class of Time - Fixed Non Pre-emptible	7-7:30PM	MT-----	:30	2	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MT----- 2 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF M 10/22/12 7:07 PM Wheel Of Fortune 7-7:30PM :30 2012MRFP148H \$1,600.00 NM 2 WPBF Tu 10/23/12 7:09 PM Wheel Of Fortune 7-7:30PM :30 2012MRFP148H \$1,600.00 NM									
37	10/22/12	10/23/12	Jeopardy Class of Time - Fixed Non Pre-emptible	7:30-8PM	MT-----	:30	2	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MT----- 2 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF M 10/22/12 7:35 PM Jeopardy 7:30-8PM :30 2012MRFP145H \$1,700.00 NM 1 WPBF Tu 10/23/12 7:52 PM Jeopardy 7:30-8PM :30 2012MRFP145H \$1,700.00 NM									
38	10/18/12	10/19/12	Jeopardy Class of Time - Fixed Non Pre-emptible	7:30-8PM	---TF--	:30	2	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 2 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Th 10/18/12 7:35 PM Jeopardy 7:30-8PM :30 2012MRFP141H \$1,700.00 NM 2 WPBF F 10/19/12 7:34 PM Jeopardy 7:30-8PM :30 2012MRFP140H \$1,700.00 NM									
39	10/22/12	10/23/12	Nightline Class of Time - Fixed Non Pre-emptible	11:35-12:05AM	MT-----	:30	2	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 MT----- 2 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPBF M 10/22/12 12:01 AM Nightline 11:35-12:05AM :30 2012MRFP148H \$700.00 NM 1 WPBF Tu 10/23/12 12:02 AM Nightline 11:35-12:05AM :30 2012MRFP145H \$700.00 NM									
40	10/18/12	10/19/12	Nightline Class of Time - Fixed Non Pre-emptible	11:35-12:05AM	---TF--	:30	2	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---TF-- 2 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPBF Th 10/18/12 12:01 AM Nightline 11:35-12:05AM :30 2012MRFP141H \$700.00 NM 4 WPBF F 10/19/12 12:02 AM Nightline 11:35-12:05AM :30 2012MRFP141H \$700.00 NM									
41	10/18/12	10/18/12	M-SUN WPBF News 25 @ 11-11:35PM Class of Time - Pre-emptible with notice	11-11:35PM	---T---	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---T--- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Th 10/18/12 11:33 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM :30 2012MRFP140H \$500.00 NM									
42	10/19/12	10/19/12	M-SUN WPBF News 25 @ 11-11:35PM Class of Time - Fixed Non Pre-emptible	11-11:35PM	----F--	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----F-- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF F 10/19/12 11:35 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM :30 2012MRFP140H \$1,000.00 NM									
43	10/22/12	10/22/12	NETWORK POLITICAL P9-11p Class of Time - Pre-emptible with notice		M-----	:30	1	\$2,175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/22/12 M----- 1 \$2,175.00									

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Advertiser	Product	Estimate Number	
Romney/R/President	ROMNEY FOR PRESIDENT		

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
43	10/22/12	10/22/12	NETWORK POLITICAL P9-11p		M-----	:30	1	\$2,175.00	NM
Class of Time - Pre-emptible with notice									
	10/22/12	10/28/12	M-----				1	\$2,175.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	10:59 PM	NETWORK POLITICAL PROGR/9-11p		:30	2012MRFP148H	\$2,175.00 NM
44	10/19/12	10/19/12	SHARK TANK	8-9PM	----F--	:30	1	\$2,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	----F--	1	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/19/12	8:46 PM	SHARK TANK	8-9PM	:30	2012MRFP141H	\$2,000.00 NM
45	10/19/12	10/19/12	20/20	10-11PM	----F--	:30	1	\$2,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	----F--	1	\$2,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/19/12	10:51 PM	20/20	10-11PM	:30	2012MRFP141H	\$2,200.00 NM
46	10/20/12	10/20/12	GMA Saturday 7-8am	Sat 7am-8am	-----S-	:30	1	\$650.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S-	1	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/20/12	7:58 AM	GMA Saturday 7-8am	Sat 7am-8am	:30	2012MRFP145H	\$650.00 NM
47	10/20/12	10/20/12	Miami vs. FSU College Fc	8-1130P	-----S-	:30	1	\$3,250.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S-	1	\$3,250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/20/12	9:05 PM	Miami vs. FSU College Football	8-1130P	:30	2012MRFP148H	\$3,250.00 NM
48	10/20/12	10/20/12	Sat 330-7pm ABC Colleg	330-7pm	-----S-	:30	1	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S-	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/20/12	5:10 PM	Sat 330-7pm ABC College Footb	330-7pm	:30	2012MRFP145H	\$1,000.00 NM
49	10/21/12	10/21/12	ONCE UPON A TIME	8-9PM	-----S	:30	1	\$3,600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S	1	\$3,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	8:39 PM	ONCE UPON A TIME	8-9PM	:30	2012MRFP148H	\$3,600.00 NM
50	10/21/12	10/21/12	REVENGE	9-10PM	-----S	:30	1	\$4,350.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S	1	\$4,350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	9:44 PM	REVENGE	9-10PM	:30	2012MRFP145H	\$4,350.00 NM
51	10/21/12	10/21/12	M-SUN WPBF News 25 @	11-11:35PM	-----S	:30	1	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	-----S	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
964413-1	10/28/12	October 2012	10/01/12 - 10/23/12

Advertiser	Product	Estimate Number
Romney/R/President	ROMNEY FOR PRESIDENT	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
51	10/21/12	10/21/12	M-SUN WPBF News 25 @ 11-11:35PM		-----S	:30	1	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	11:23 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	2012MRFP148H	\$1,000.00 NM
<b>Total Spots</b>							<b>83</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$75,625.00</b>
<u>Agency Commission</u>	<b>\$11,343.75</b>
<u>Net Amount Due</u>	<b>\$64,281.25</b>